

CONSUMER ALERT

Wisconsin Department of Agriculture, Trade & Consumer Protection datcp.wisconsin.gov



Possible Gift Card Scam in La Crosse Area

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has received several phone calls this afternoon regarding a possible gift card scam. All the calls received have been from the La Crosse area.

The callers received a postcard in the mail informing them that they have been chosen to receive a \$100 gift card from Walmart or Target. When they call the phone number on the postcard to claim their gift card, they are asked for their credit card number to pay for a \$3.95 processing fee.

The Consumer Protection Bureau advises consumers to NEVER give their credit card numbers out in order to win a prize. Consumers should always use caution when disclosing their account numbers over the phone unless they are certain that they are dealing with a reputable company. If this is a scam, it is likely to cost consumers a lot more than a \$100 gift card if their identity is stolen and their credit is ruined.

Information on price offers is available in this factsheet on the DATCP website:

<http://datcp.wi.gov/uploads/Consumer/pdf/PrizeOffers161.pdf>

Information on credit card theft is available in this factsheet:

<http://datcp.wi.gov/uploads/Consumer/pdf/CreditCardLostStolen209.pdf>

For more information or to file a consumer complaint, visit datcp.wisconsin.gov, send an e-mail to datcp hotline@wisconsin.gov or call the hotline toll-free at 1-800-422-7128.

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